

# What's News in Egypt?

## USIS-CAIRO "HEADLINE REPORT"

## PRESS SECTION, AMERICAN EMBASSY

"What's News" is prepared to give American readers a quick, at-a-glance, objective poll of Egyptian newspaper interest; to show what Egyptian papers are "playing up" and what they are "playing down." Where possible, it cross-sections the press--right, left and center--concentrating on major and most influential papers. Topics are listed in the order of the importance given them by editors...and thus are listed in the order in which they claim the eyes of Egyptian newspaper readers.

Explanation of the poll system appears on reverse of this page.

Papers of  
Aug. 12, '48

"Ahram"  
"Assas"  
"Ikhwan"  
"Kotla"  
"Misri"

Subject:	Points:	Papers using:
<u>ARABIC PRESS</u>		
PALESTINE -- general situation; Zionists defy Bernadotte, violate truce; Arabs accept "not to return fire in Jerusalem after 6:00 GMT Friday morning;" Britain ready to release stores for refugees; Azzam Pasha sends report to Bernadotte on Jewish atrocities...	185	Ah,As,I,K,M.
BERLIN -- general situation; Soviet fighter planes cross Western Berlin; meetings of Western envoys with Russians...	96	Ah,As,I,K,M.
DANUBE CONFERENCE -- development; West-East conflict on freedom of navigation of Danube...	37	Ah,As,I,K.
AMERICAN PETROL COMPANY obtains petrol concessions in district lying between Saudi Arabia, Iraq, Kuwait...	32	Ah,As,I,K.
HYDERABAD protests to India demanding "immediate withdrawal of Indian troops"...	22	Ah,As,I,K.
GLUBB PASHA leaves for London...	16	Ah,As,I,M.
U.S. charges Yugoslav zone of Trieste behind "Iron Curtain".(USIS)...	15	As,I.
U.S. -- talks on strategic materials shortage scheduled (USIS)...	11	As,I.
OLYMPIC GAMES EVENTS...	10	Ah.
LONDON -- development of conference on former Italian colonies...	14	Ah,As,K.
VATICAN -- attempts at ensuring world peace...	10	Ah,K.
U.S. wants to buy Egyptian cotton...	8	As,I,K.
PAKISTAN invites Islamic countries to first "Moslem League" Olympic Games in Karachi in 1951...	7	Ah.

#### HOW THIS REPORT IS PREPARED...

"What's News" does not translate news stories reflect the individual point of view of any. By an objective statistical conversion of "headline bigness," "story placement" and "display" into figures, it attempts to show a general picture of how the newspapers of Egypt rate current news.

To give this picture, every story on the major news pages of a representative group of newspapers in each language is given a "point value," based on story display and position.

These point values are reached as follows:

1. A single-column headline is given an arbitrary value of two points. A two-column headline rates four points. A three-column headline earns six -- etc. The basic point value of a story is set at twice the width of its headline.
2. Three points are added to the value of all stories published on "Page One"... and an additional two points are added to each story published in the top third of Page One. Thus an eight-column "banner" headline on Page One rates sixteen points, plus three points, plus two points -- 21 points.
3. After all stories in the newspapers covered are evaluated in this manner, the total score for each item of news (regardless of what phase of the story the individual newspaper "plays up") is added, for the entire cross-sectioned group of newspapers. By choosing papers right, center and left, partisan considerations in giving prominence to news are "balanced out". Thus, if the Wafd gives a story banner headlines and the Administration omits, the score for this story, even though it is bannered in a Wafd paper, will be no more than the score for a story given four-column headlines in both Administration and Opposition newspapers.
4. The identical system is used in evaluating the Arabic and French press, except that the Arabic report, because of the Egyptian custom of bulking international news on Page One, and major local news on Page 2, scans both these pages. The French analysis covers "Page One". The English Press is not evaluated because only a single newspaper appears mornings, another afternoons, and American readers can see immediately the value accorded specific items by the "entire" morning and evening English Press.
5. "Editorial Report" simply lists the subjects of major editorials (as opposed to news items) in the press, by newspapers, for the convenience of those seeking comment on a specific subject.

#### WHY THIS REPORT IS PREPARED...

USIS has "evaluated" the news in less formal fashion for some time, in order to guide its work. No "Information Service" can operate into a void; it must know what subjects are of most vital interest to the papers it services.

Because it has seemed probable that other Embassy officials and Americans, unable to read the Arabic and French press daily for themselves, would find a "shorthand report" of this sort valuable as a barometer of local press (and thus, to a degree, public) interest, the above means was devised to pass along the daily USIS look at the news.

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Subject:	Points:	Papers using:
IRAN -- foreign influence in...	7	Ah.
EGYPT -- 10 British planes land in Found el Awal Air Port (Alexandria)...	6	M.
RUSSIA builds new warships...	6	Ah, K.

FRENCH PRESS

August 12, 1948 papers: "Journal d'Egypte," "Progres Egyptien."

BERLIN -- general situation; division within the city itself increasing; continuation of West-Moscow meetings...	38	J, P.
PALESTINE -- general situation; truce violations; Arabs accept "not to return fire in Jerusalem after 6:00 GMT Friday;" Britain ready to release stores for refugees...	36	J, P.
CAIRO -- big arms depot discovered...	26	J, P.
PARIS -- Teitgen denies rumor of his intention of resigning; (P) approval of Reynaud's new plan assured (P); Reynaud may launch new offensive in Assembly (J)...	20	J, P.
DANUBE CONFERENCE -- development of; Marshall press conference...	12	J, P.
GREECE -- civil war (J); Markos' going to U.N. not confirmed...	11	J, P.
SOVIET asks for authorization of strikes in Japan...	10	J, P.
HYDERABAD demands "immediate withdrawal" of Indian troops...	9	J, P.
ERP COUNTRIES will have to answer questionnaire the collected answers of which will be formulated into an "international master plan"...	9	J.
WASHINGTON -- cereal exports for Europe to be increased...	6	J.
TRUMAN signs loan for U.N....	4	J.
RANGOON -- Communists arrested...	3	J.

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Subject:	Points:	Papers using:
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EDITORIALS

ARABIC PRESS

Communist Activities in Austria -- "Ahram."  
 It is not only the university--(commenting on yesterday's editorial entitled "The University is in Danger" saying that not only the university but all the educational system is endangered)--"Ahram."  
 Russia's policy in the Middle East -- her methods and aims -- "Ahram."  
 In the Sudan -- (encouraging Egypt to do something about the Sudan) -- "Misri."  
 Zionist Greed -- "Misri."  
 Tram Cars -- (commenting on their condition and suggesting that they be renewed) -- "Misri."  
 Save Jerusalem -- "Ikhwan."  
 Examination Results -- "Ikhwan."  
 Egypt and Libya -- "Ikhwan."

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